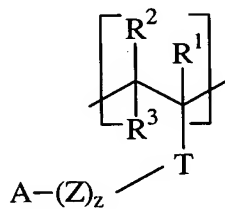


WHAT IS CLAIMED IS:

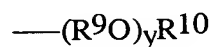
1. A perfume polymeric particle comprising:
 - a) a polymer; and
 - b) a perfume comprising a perfume raw material having a Kovats Index value of from about 1000 to about 1400 and optionally one or more of the following characteristics:
 - a molecular weight of less than about 200;
 - a boiling point of less than about 250°C; or
 - a ClogP of less than about 3;
 wherein a Response Factor (RF) of the perfume polymeric material is at least about 1.5, as measured by Longevity Test Protocols I or II.
2. The perfume polymeric particle according to Claim 1 wherein the perfume is non-polymerically associated with the polymer.
3. The perfume polymeric particle according to Claim 1 wherein the polymer comprises monomers selected from the group consisting of cationic monomers, non-cationic monomers, and mixtures thereof.
4. The perfume polymeric particle according to Claim 3 wherein the cationic monomer has the formula:



[I]

wherein each of R^1 , R^2 and R^3 are independently selected from hydrogen or C_1 to C_6 alkyl; T is a substituted or unsubstituted, saturated or unsaturated, linear or branched moiety selected from the group consisting of alkyl, cycloalkyl, aryl, alkaryl, aralkyl, heterocyclic ring, silyl, nitro, halo, cyano, sulfonato, alkoxy, keto, ester, ether, carbonyl, amido, amino, glycidyl, carbanato, carbamate, carboxylic, carboalkoxy, and mixtures thereof; Z is a moiety selected from the group consisting of: $-(\text{CH}_2)-$, $(\text{CH}_2-\text{CH}=\text{CH})-$, $-(\text{CH}_2-\text{CHOH})-$, $(\text{CH}_2-\text{CHNR}^4)-$, $-(\text{CH}_2-\text{CHR}^5-\text{O})-$, and mixtures thereof, wherein R^4 and R^5 are independently selected from hydrogen or C_1 to C_6 alkyl; z

is an integer from 0 to 12; A is NR^6R^7 or $\text{NR}^6\text{R}^7\text{R}^8$, wherein R^6 , R^7 and R^8 are independently selected from H, $\text{C}_1\text{-C}_8$ linear or branched alkyl, or alkyleneoxy having the formula:

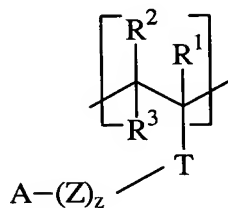


wherein R^9 is $\text{C}_2\text{-C}_4$ linear or branched alkylene, carbonyl alkyl, or mixtures thereof; R^{10} is hydrogen, $\text{C}_1\text{-C}_4$ alkyl carbonyl alkyl, or mixtures thereof; y is an integer from 1 to 10.

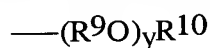
5. The perfume polymeric particle according to Claim 3 wherein the non-cationic monomer comprises a hydrophobic group selected from the group consisting of: alkyls, cycloalkyls, aryls, alkaryl, aralkyls and mixtures thereof.
6. The perfume polymeric particle according to Claim 5 wherein the non-cationic monomer is selected from the group consisting of: methyl methacrylate, methyl acrylate, ethyl acrylate, n-propyl acrylate, iso-propyl acrylate, n-butyl acrylate, isobutyl acrylate, hydroxyethyl acrylate, hydroxypropyl acrylate, benzyl acrylate, ethylhexyl acrylate, n-propyl methacrylate, ethyl methacrylate, iso-propyl methacrylate, isobutyl methacrylate, n-butyl methacrylate, methacrylic acid, acrylic acid, acrylamide, methacrylamide, styrene, α -methyl styrene, hydroxyethyl methacrylate, hydroxypropyl methacrylate, hydroxybutyl acrylate, hydroxybutyl methacrylate, PEG acrylate, phenyl methacrylamide, t-butyl methacrylamide, p-hydroxyphenyl methacrylamide, vinyl ethers, vinyl ketones, vinyl acetates, vinyl phenols, acylamido-2-methylpropanesulfonic acid, vinylsulfonate, vinylpropionate, methylallylsulfonic acid, N-vinyl formamide and N-vinylpyrrolidone, and mixtures thereof.
7. The perfume polymeric particle according to Claim 1 wherein the perfume polymeric particle has an average particle size of from about $1\mu\text{m}$ to about $39\mu\text{m}$.
8. The perfume polymeric particle according to Claim 1 wherein the perfume polymeric particle has an average particle size of from about 200 nm to about 900 nm.
9. The perfume polymeric particle according to Claim 1 wherein the polymer is a water-insoluble polymer.
10. The perfume polymeric particle according to Claim 1 wherein the perfume raw material comprises at least about 10% by weight of the perfume.

11. A perfume composition comprising:
 - a) a perfume polymeric particle according to Claim 1; and
 - b) an adjunct ingredient.
12. A liquid fabric softener composition comprising:
 - a) a perfume polymeric particle according to Claim 1; and
 - b) a fabric softening agent.
13. A perfume composition comprising:
a first and a second perfume polymeric particles according to Claim 1; and
an adjunct ingredient;
wherein the first and the second perfume polymeric particles are different and comprise at least one different monomer.
14. A perfume polymeric particle comprising:
 - a) a polymer; and
 - b) a perfume comprising
 - one or more LKI perfume raw materials, each having a Kovats Index value of from about 1000 to about 1400, and the LKI perfume raw materials collectively provide a first Average Response Factor (ARF_{LKI}); and
 - one or more HKI perfume raw materials, each having a Kovats Index value of greater than about 1700, and the HKI perfume raw materials collectively provide a second Average Response Factor (ARF_{HKI});
wherein the perfume polymeric particle has a ratio of ARF_{LKI} / ARF_{HKI} of at least about 1.2, as measured by Longevity Test Protocols I or II.
15. The perfume polymeric particle according to Claim 14 wherein the perfume is non-polymerically associated with the polymer.
16. The perfume polymeric particle according to Claim 14 wherein the perfume polymeric particle has an average particle size of from about 100nm to about 39 μm .
17. The perfume polymeric particle according to Claim 14 wherein the polymer comprises monomers selected from the group consisting of :

(i) cationic monomer having the formula:



wherein each of R^1 , R^2 and R^3 are independently selected from hydrogen or C_1 to C_6 alkyl; T is a substituted or unsubstituted, saturated or unsaturated, linear or branched moiety selected from the group consisting of alkyl, cycloalkyl, aryl, alkaryl, aralkyl, heterocyclic ring, silyl, nitro, halo, cyano, sulfonato, alkoxy, keto, ester, ether, carbonyl, amido, amino, glycidyl, carbanato, carbamate, carboxylic, carboalkoxy, and mixtures thereof; Z is a moiety selected from the group consisting of: $-(CH_2)-$, $(CH_2-CH=CH)-$, $-(CH_2-CHOH)-$, $(CH_2-CHNR^4)-$, $-(CH_2-CHR^5-O)-$, and mixtures thereof, wherein R^4 and R^5 are independently selected from hydrogen or C_1 to C_6 alkyl; z is an integer from 0 to 12; A is NR^6R^7 or $NR^6R^7R^8$, wherein R^6 , R^7 and R^8 are independently selected from H, C_1 - C_8 linear or branched alkyl, or alkyleneoxy having the formula:



wherein R^9 is C_2 - C_4 linear or branched alkylene, carbonyl alkyl, or mixtures thereof; R^{10} is hydrogen, C_1 - C_4 alkyl carbonyl alkyl, or mixtures thereof; y is an integer from 1 to 10;

- (ii) non-cationic monomers having a hydrophobic group selected from the group consisting of: alkyls, cycloalkyls, aryls, alkaryl, aralkyls and mixtures thereof; and
- (iii) mixtures thereof.

18. A perfume composition comprising:

- a) a perfume polymeric particle according to Claim 14; and
- b) an adjunct ingredient.

19. A liquid fabric softener composition comprising:

- a) a perfume polymeric particle according to Claim 14; and
- b) a fabric softening agent.

20. A perfume composition comprising:

- a first and a second perfume polymeric particles according to Claim 14; and
- an adjunct ingredient;

wherein the first and the second perfume polymeric particles are different and comprise at least one different monomer.

21. The perfume polymeric particle according to Claim 14 wherein the LKI perfume raw materials comprise at least about 10% by weight of the perfume.

22. A method for making a composition for improved delivery of perfume raw material, the method comprising the steps of:

- a) obtaining a perfume polymeric particle according to Claim 1;
- b) adding the perfume polymeric particle to a product matrix; and
- c) adding an adjunct ingredient to the product matrix.

23. The method according to Claim 20 wherein the adjunct ingredient comprises a fabric softening agent.

24. A method for making a composition for improved delivery of perfume raw material, the method comprising the steps of:

- a) obtaining a perfume polymeric particle according to Claim 14;
- b) adding the perfume polymeric particle to a product matrix; and
- c) adding an adjunct ingredient to the product matrix.

25. The method according to Claim 24 wherein the adjunct ingredient comprises a fabric softening agent.

26. A method for making two or more perfume polymeric particles having improved delivery of perfume raw materials, the method comprising the steps of:

adding a first polymeric particle to a liquid medium;
adding a perfume comprising a first perfume raw material and a second, different perfume raw material to the liquid medium, the first polymeric particle having a higher affinity for the first perfume raw material than for the second perfume raw material; and

optionally, adding a second polymeric particle to the aqueous medium, the first and the second polymeric particles comprising at least one different monomer and the second polymeric particle having a higher affinity for the second perfume raw material than for the first perfume raw material;

wherein the first and the second perfume raw materials have one or more of the following characteristics: a molecular weight of less than about 200;

a boiling point of less than about 250°C;

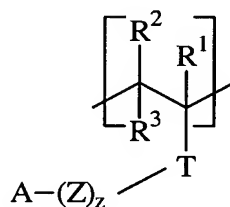
a ClogP of less than about 3; or

a Kovats Index value of less than about 1700.

27. A polymeric particle comprising a polymer which, when mixed with perfume raw materials, exhibits at least about 1.2 times greater affinity for perfume raw materials having a Kovats Index value of from about 1000 to about 1400 than for perfume raw materials having a Kovats Index value of at least about 1700, as measured by the Polymeric Particle Affinity Test.

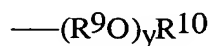
28. The polymeric particle according to Claim 27 wherein the polymer comprises monomers selected from the group consisting of cationic monomers, non-cationic monomers, and mixtures thereof.

29. The polymeric particle according to Claim 28 wherein the cationic monomer has the formula:



[II]

wherein each of R^1 , R^2 and R^3 are independently selected from hydrogen or C_1 to C_6 alkyl; T is a substituted or unsubstituted, saturated or unsaturated, linear or branched moiety selected from the group consisting of alkyl, cycloalkyl, aryl, alkaryl, aralkyl, heterocyclic ring, silyl, nitro, halo, cyano, sulfonato, alkoxy, keto, ester, ether, carbonyl, amido, amino, glycidyl, carbanato, carbamate, carboxylic, carboalkoxy, and mixtures thereof; Z is a moiety selected from the group consisting of: $-(CH_2)-$, $(CH_2-CH=CH)-$, $-(CH_2-CHOH)-$, $(CH_2-CHNR^4)-$, $-(CH_2-CHR^5-O)-$, and mixtures thereof, wherein R^4 and R^5 are independently selected from hydrogen or C_1 to C_6 alkyl; z is an integer from 0 to 12; A is NR^6R^7 or $NR^6R^7R^8$, wherein R^6 , R^7 and R^8 are independently selected from H, C_1 - C_8 linear or branched alkyl, or alkyleneoxy having the formula:



wherein R⁹ is C₂-C₄ linear or branched alkylene, carbonyl alkyl, or mixtures thereof; R¹⁰ is hydrogen, C₁-C₄ alkyl carbonyl alkyl, or mixtures thereof; y is an integer from 1 to 10.

30. The polymeric particle according to Claim 28 wherein the non-cationic monomer comprises a hydrophobic group selected from the group consisting of: alkyls, cycloalkyls, aryls, alkaryl, aralkyls and mixtures thereof.

31. The polymeric particle according to Claim 30 wherein the non-cationic monomer is selected from the group consisting of: methyl methacrylate, methyl acrylate, ethyl acrylate, n-propyl acrylate, iso-propyl acrylate, n-butyl acrylate, isobutyl acrylate, hydroxyethyl acrylate, hydroxypropyl acrylate, benzyl acrylate, ethylhexyl acrylate, n-propyl methacrylate, ethyl methacrylate, iso-propyl methacrylate, isobutyl methacrylate, n-butyl methacrylate, methacrylic acid, acrylic acid, acrylamide, methacrylamide, styrene, α -methyl styrene, hydroxyethyl methacrylate, hydroxypropyl methacrylate, hydroxybutyl acrylate, hydroxybutyl methacrylate, PEG acrylate, phenyl methacrylamide, t-butyl methacrylamide, p-hydroxyphenyl methacrylamide, vinyl ethers, vinyl ketones, vinyl acetates, vinyl phenols, acylamido-2-methylpropanesulfonic acid, vinylsulfonate, vinylpropionate, methylallylsulfonic acid, N-vinyl formamide and N-vinylpyrrolidone, and mixtures thereof.

32. The polymeric particle according to Claim 27 wherein the polymeric particle has an average particle size of from about 1 μ m to about 39 μ m.

33. The polymeric particle according to Claim 27 wherein the polymeric particle has an average particle size of from about 200 nm to about 900 nm.

34. The polymeric particle according to Claim 27 wherein the polymer is a water-insoluble polymer.